



# THE KAITAIA BUSINESS ASSOCIATION STRATEGIC PLAN 2021-2024

The following areas have been identified as essential for the vision and function of The Kaitaia Business Association (KBA). These goals build from what has already been achieved by past Committees and aims to create more momentum and value for our BID and Associated Members.

## Membership

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Within the current framework of the BID membership, is the exclusion of many businesses that contribute to the economy of our town due to the historic geographical map area. There is much confusion on the membership; the building owners receive FNDC rates which includes a targeted rate and although landlords pass on the rates account to the tenant, often don't pass on this understanding of what the BID rate is. The Associated Membership encourages the inclusion of any business outside of the current BID area wanting to benefit from the KBA. The Associated Membership also paves the way for the possibility of any plans to increase the BID zone through the Far North District Council. One of our future visions is to have the BID area extended which requires an electoral process and relevant fees and to change the name of our association to reflect a wider area to be more inclusive.

## Promotion and Marketing

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Build brand identity by engaging with as many of the BID members through the networking events and community led initiatives such as the Te Hiku Open Spaces Revitalisation Project and the Kaitaia Christmas Parade and Grotto. Reiterating the KBA business support by providing valuable information from various local meeting forums and collaboration efforts.

## Environment/Economic Development

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Engagement with mana whenua to celebrate Kaitaia and to work in collaboration with any future redevelopment or regeneration plans. Engage and address the importance of kaitiakitanga, environment and iwi.

As the major project lead for the Te Hiku Open Spaces Revitalisation Project we will reach our continued goal to establish Kaitaia as a place for tourism and business as well as interesting spaces for our people to meet together to share meals and enjoy live entertainment. Through this project, we will be providing local contractors with opportunities to work giving employment to our local region.

## Support Business and Advocacy

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Through strong advocacy for Kaitaia within the wider Muriwhenua region, we will advocate for improvement in infrastructure and business support. We have representation and/or input into various forums like Weekly Mayor's Meetings, Northland Inc.'s Regional Partnership Program, Te Hiku Open Spaces Revitalisation Group, Tai Tokerau Economic Action Plan Group etc.